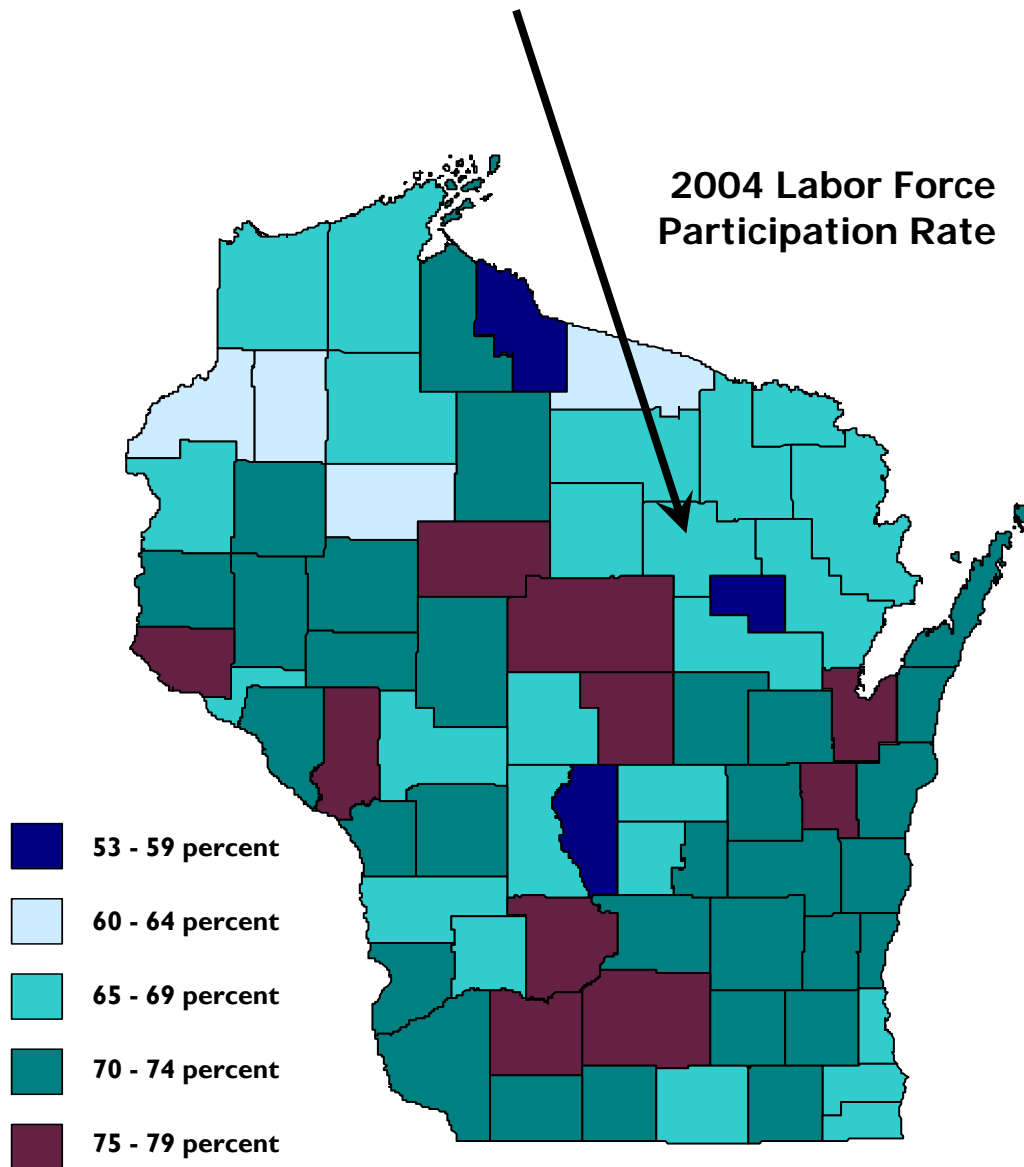


Langlade County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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County Population and Labor Force

Langlade County's population has increased 3.1 percent over the last five years as it posted a net gain of 649 residents. Its rate of population growth was slower than the state and national rates over the same period, though this is not a new trend. For example, the county's population has increased 11 percent since 1970 compared to the state's growth of 26 percent. In fact, Langlade County's highest decennial population total was in 1940 at 23,227 as it is not unheard of for some of Wisconsin's counties to have had much higher population levels decades ago. While the county's population was relatively stagnant over the last 60 years, it is accelerating in current times due to a relatively significant residential in-migration.

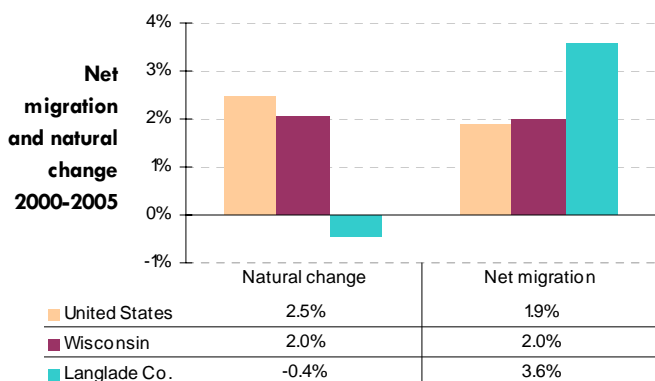
Residential migration into Langlade County, from a net growth perspective, has been solely responsible for all of its population growth because its natural growth has been negative, which indicates that there have been more deaths than births. This growth pattern is well-established in many of the state's northern, rural counties, which is reflective of both its aging population and booming seasonal-to-permanent housing markets.

The county's population is generally older with a median age of 41.8 years (statewide median age is 37.5 years). Over the next few decades, its residential base will become even older than it is currently; aging much more quickly than the state as a whole. This will have implications upon its potential supply of labor in addition to affecting the demand for different types of workers as the services and goods offered by em-

Five largest municipalities in Langlade County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Langlade County	20,740	21,389	649	3.1%
Antigo, City	8,560	8,627	67	0.8%
Rolling, Town	1,452	1,538	86	5.9%
Antigo, Town	1,487	1,530	43	2.9%
Elcho, Town	1,317	1,363	46	3.5%
Neva, Town	994	1,045	51	5.1%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



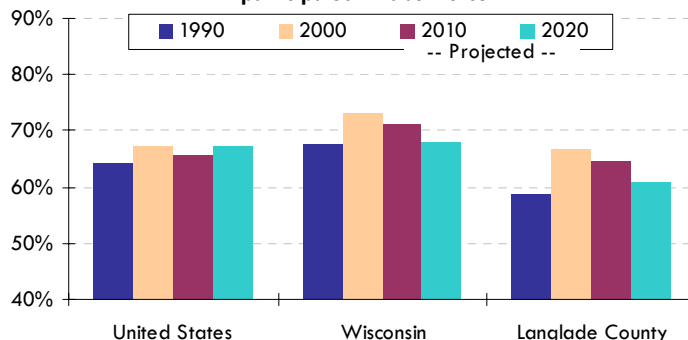
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Population and Labor Force

	United States	Wisconsin	Langlade County
Total population in 2000	281,424,602	5,363,715	20,740
Population est. Jan. 1, 2005	295,160,302	5,580,757	21,389
Change	13,735,700	217,042	649
% change	4.9%	4.0%	3.1%
2005 Labor force population*	224,837,000	4,339,938	17,139
Share of total population	76.2%	78%	80.1%
Labor force	147,125,000	3,071,179	11,057
Labor force participation rate	65.4%	70.8%	64.5%
2005 Population 16 yrs. & over	228,621,674	4,417,313	17,352
16-24 yrs old	37,489,370	743,764	2,643
Share of population 16+ yrs	16.4%	16.8%	15.2%
25-59 yrs old	142,248,896	2,708,865	9,537
Share of population 16+ yrs	62.2%	61.3%	55.0%
60 yrs and older	48,883,408	964,684	5,172
Share of population 16+ yrs	21.4%	21.8%	29.8%
Projected population: 2020	335,804,546	6,110,878	22,244
Population 16 yrs. & over	264,085,104	4,869,573	18,468
16-24 yrs old	37,918,865	681,586	1,764
Share of population 16+ yrs	14.4%	14.0%	9.6%
25-59 yrs old	150,678,402	2,756,884	9,521
Share of population 16+ yrs	57.1%	56.6%	51.6%
60 yrs and older	75,487,837	1,431,103	7,183
Share of population 16+ yrs	28.6%	29.4%	38.9%

* civilian population 16 yrs. and older not in an institution

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

ployers change in response to a changing consumer base. For example, currently about 30 percent of the population is ages 60 and older; this is projected to increase to 40 percent by 2020. In turn, the county's labor force participation rate is projected to decrease from its current (lower than state and national average) rate of 65 percent to about 61 percent by 2020.

Revised Labor Force

Labor force estimates published by DWD and the U.S. Bureau of Labor Statistics from 1990 to 2004 have been revised to reflect population trends revealed by the 2000 Census. The revisions have been quite significant in some counties so readers who keep logs of this data are encouraged to confirm that they have the most recently revised data. Readers are also encouraged to contact the author if they have questions about this.

The annual average rates to the right are a product of a very seasonal labor market, which is a trait that Langlade County shares with many counties in this part of the state. Being such a small labor market, it does not take much change in the number of employed or unemployed to affect dramatic change in its unemployment rate. There were an average of 645 unemployed workers in 1992; by 2000 it averaged 486. This drop of 159 unemployed residents lowered its unemployment rate from 7.0 percent down to 4.5 percent. Also note the fact that the county's labor force sticks close to home as the out-commute of workers into other counties is below state average as only about 19 percent work outside of Langlade County. This is key fact because job markets in surrounding counties can affect the labor force in counties with a larger portion of out-commute.

Langlade County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	9,068	8,604	464	5.1%
1991	8,881	8,342	539	6.1%
1992	9,261	8,616	645	7.0%
1993	9,471	8,829	642	6.8%
1994	9,535	8,899	636	6.7%
1995	9,691	9,095	596	6.2%
1996	9,681	9,143	538	5.6%
1997	9,640	9,095	545	5.7%
1998	9,480	8,935	545	5.7%
1999	9,373	8,889	484	5.2%
2000	10,816	10,330	486	4.5%
2001	11,121	10,457	664	6.0%
2002	11,306	10,564	742	6.6%
2003	11,369	10,535	834	7.3%
2004	11,057	10,344	713	6.4%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

This section examines post-high school educational attainment by age and gender. It accounts for all attempted formal education at the college or vocational school level, whether it did or did not result in degree completion. These demographic slices of educational attainment have yielded interesting, though somewhat expected results. Generally speaking, younger females are more likely than younger males to continue education past high school, though this level of educational pursuit is lower among both genders in Langlade County compared to state and national

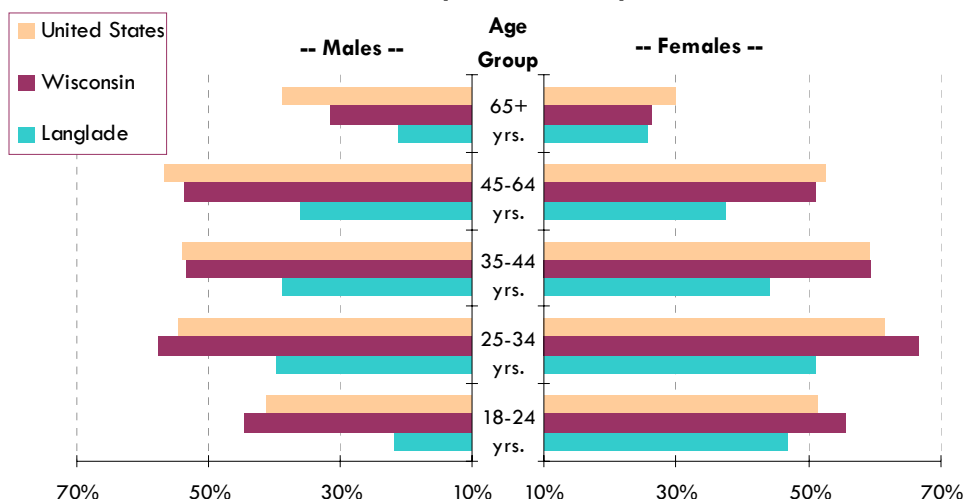
averages. The gender gap is particularly wide in the youngest cohort; those ages 18-24 where 47 percent of females have attempted or completed some form of post-secondary education, while the males stand at 22 percent. This attainment gap between genders for this young age group is the second highest in Wisconsin behind Taylor County's.

The reasons for variation between the genders is mostly rooted in 'opportunity'. Basically, males have had more choices among economically feasible careers not requiring post-secondary education such as in the male-dominated manufacturing industry, while higher-wage choices for females typically have required formal education.

Women are now working in a wider array of careers. Wisconsin's growth industries, such as educational services and health services, are traditionally dominated by a female workforce. Perhaps 75 percent of these industries' employment, combined, is female.

Post-secondary educational attainment is included in this profile as an indicator of general worker preparedness. A larger share of today's newly created jobs, and an even higher share of them in the future, require some form of post-secondary educational attainment.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

From an annual average perspective, Langlade County employers pay about 71 cents for every statewide dollar. In relative terms to the statewide average, the highest paying industry sector is natural resources at 84 percent of the state's average, while its relatively lowest paying is the financial activities sector at 52 percent. Its 2004 all industries wage ranked 59th highest of the state's 72 counties. The statewide average annual wages, in virtually every industry sector, are skewed towards the wages paid in the state's 25 metropolitan counties, and even then these are further skewed towards the likes of Milwaukee, Dane, Brown and Waukesha counties, which compose 43 percent of the state's total jobs and pay the state's highest wages.

The trade, transportation & utilities sector employs more people than the manufacturing sector, but the total wages and the average wages are higher in manufacturing. Wood product manufacturing and machinery manufacturing, the larger manufacturing sectors in Langlade County, pay significantly above average wages. Thus, a premium is certainly placed upon manufacturing employment for its overall economic benefit to its workers and to the rest of the county and region as there are direct and indirect employment linkages from manufacturing to employment in natural resources, busi-

Average Annual Wage by Industry Division in 2004

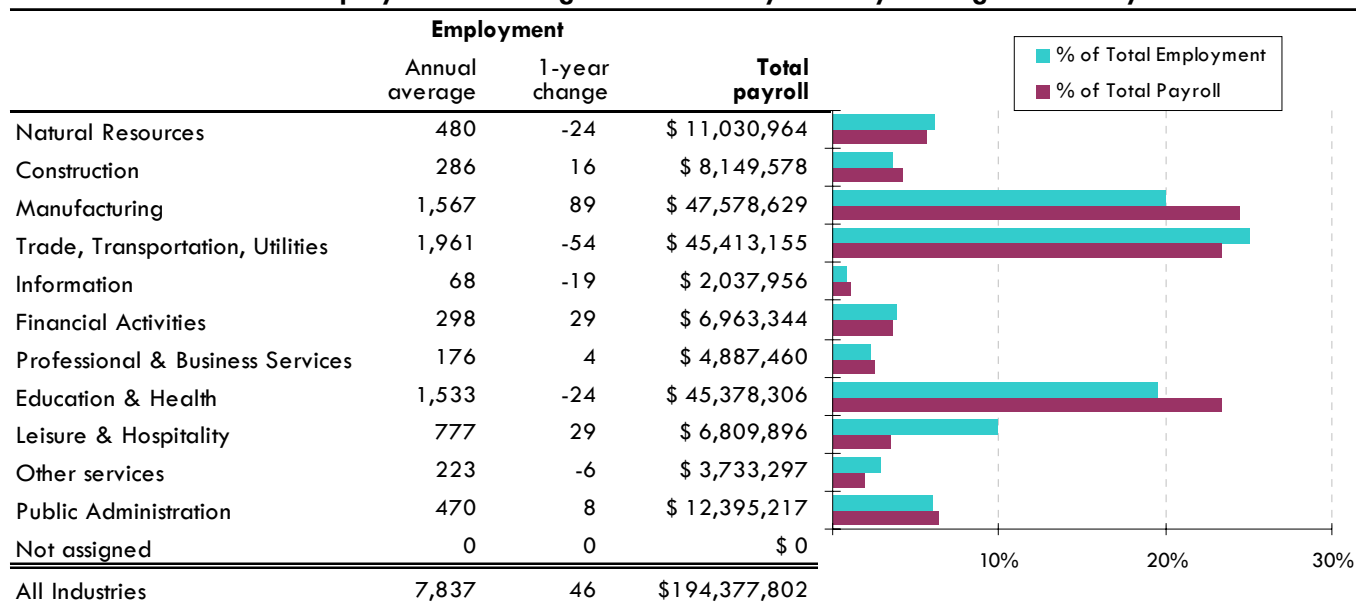
	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Langlade County	Wisconsin	% change
All Industries	\$ 34,749	\$ 24,803	71.4%	4.3%
Natural resources	\$ 27,399	\$ 22,981	83.9%	5.1%
Construction	\$ 41,258	\$ 28,495	69.1%	-2.0%
Manufacturing	\$ 44,145	\$ 30,363	68.8%	7.1%
Trade, Transportation, Utilities	\$ 30,088	\$ 23,158	77.0%	5.3%
Information	\$ 41,759	\$ 29,970	71.8%	14.1%
Financial activities	\$ 45,103	\$ 23,367	51.8%	3.9%
Professional & Business Services	\$ 39,580	\$ 27,770	70.2%	-15.5%
Education & Health	\$ 36,408	\$ 29,601	81.3%	5.8%
Leisure & Hospitality	\$ 12,295	\$ 8,764	71.3%	-0.6%
Other services	\$ 20,207	\$ 16,741	82.8%	5.0%
Public Administration	\$ 36,347	\$ 26,373	72.6%	-1.4%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

ness services, transportation, and wholesale trade. Retail trade makes up the majority of employment in the county's trade, transportation and utilities sector employment.

The employment and wage figures listed in the table above being annual averages tend to smooth out the employment fluctuations throughout the year. For example, total leisure and hospitality annual wages are extremely low compared to its total employment. This is due to the sector's employment seasonality, prevalence of workers with part-time schedules and its higher than average composition of entry-level occupations.

2004 employment and wage distribution by industry in Langlade County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Langlade County

Establishment	Product or Service	Size (Dec. 2004)
Unified School District of Antigo	Elementary & secondary schools	500-999 employees
Langlade Memorial Hospital	Gen. medical & surgical hospitals	250-499 employees
Wal-Mart Associates Inc	Discount department stores	250-499 employees
County of Langlade	Executive & legislative offices, combined	100-249 employees
Eastview Medical and Rehabilitation Center	Nursing care facilities	100-249 employees
Amron LLC	Small arms ammunition mfg.	100-249 employees
Kretz Lumber Co Inc	Sawmills	100-249 employees
Fleet Wholesale Supply Co Inc	Warehouse clubs & supercenters	100-249 employees
Waukesha Bearings Corp	Mechanical power transmission equip. mfg.	100-249 employees
The Antigo Cheese Co	Cheese mfg.	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Langlade County

NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	5	665	13	-19
Food services and drinking places	50	601	11	-86
General merchandise stores	6	419	-39	205
Executive, legislative, & gen government	17	395	8	4
Hospitals	*	*	not avail.	not avail.
Machinery manufacturing	9	355	39	-34
Wood product manufacturing	6	347	-14	-72
Fabricated metal product manufacturing	*	*	not avail.	not avail.
Crop production	18	256	-23	-36
Truck transportation	34	248	21	18

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

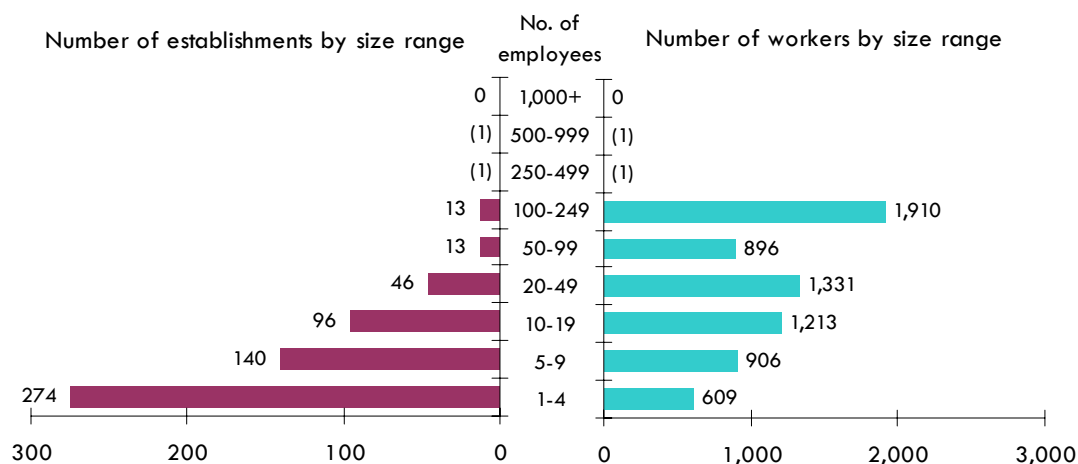
The list of the most prominent employers and employing industries in Langlade County exemplifies items in the employment and wage distribution graph on the bottom of the previous page. The county's larger employers are a mix of privately-owned and government-owned establishments, with a public school system as both the largest employer and largest employing industry. It is common for school district employment to be among the larger or largest employers in rural counties like Langlade.

Its top employing industries and employers are fairly balanced via number of workers for the most part as there are no overwhelmingly dominant employers. This suggests less reliance upon a single establishment or industry for employment.

Most of Langlade County's employers are smaller. The table to the left distributes establishments and employment by number of workers. Though some data is suppressed for the largest employers, one can look above to identify numbers of establishments in these ranges.

There are an average of 11.6 workers per business establishment in Langlade. The state's average is 17.1 and the national rate is 15.4 workers per establishment.

Langlade County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

Per Capita Personal Income

Langlade County's per capita personal income (PCPI) was roughly of \$23,739 in 2003 ranking 52nd highest of the state's 72 counties. Its PCPI equaled 76 percent of the statewide figure.

PCPI is total personal income divided by the total population. Most (though not all) of total personal income comes from net employment earnings (including wages and salaries), investment income (including dividends, interest and rent), and government transfer payments (including Social Security and other income maintenance programs). This income measure is arguably the most referenced statistic in gauging the economic health of an area.

Though its PCPI ranks in the lower tier of counties, its growth in this measure ranked 15th fastest over a five-year period, growing over 20 percent since 1998, and grew faster than both the state and nation by a few percentage points.

There are a mix of reasons for its faster-than-average PCPI growth, most of which are rooted in economics, demographics and perception. The perception issue is mathematical. The County's PCPI remains rather low, even after its faster growth, so moderate acceleration in personal income can have a dramatic effect on proportional change.

Like many counties in Wisconsin, wages in Langlade County have grown more slowly than its total income growth from 1998-2003 demonstrating that its residents' are proportionally less reliant upon employment earnings for income. The county's residents do have an above-average reliance upon transfer receipts, such as retirement pensions and social security for their income. Transfer receipts don't usually grow quickly either, except for inflation adjustment, but there was likely faster total growth in payments, which from a demographic standpoint means that

there were a larger number of residents accruing this type of income; likely indicating more eligible, older residents. This makes sense because its net population growth over the last five years has been older. Because the youngest residents are least likely to receive income, their falling share of total population means that there are proportionately more people accruing income. Other consequences of this demographic trend limit its usefulness as a growth strategy.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005